

cvent Supplier Network



Crowne Plaza San Francisco Airport: At a Glance

50%

- Increase in awarded business year over year
- Increase in productivity



Meeting Space

	Space	Ceiling Ht.	Size	U-Shape	Banquet	Cocktail	Max Capacity	Theater	Class	Board
Plaza Ballroom	5,040 Sq. Ft.	11.00 Ft.	84 x 60 Ft.	-	450	750	500	500	300	-
Plaza I,II	3,360 Sq. Ft.	11.91 Ft.	56 x 60 Ft.	-	200	400	300	300	200	-
Plaza II,III	3,360 Sq. Ft.	11.91 Ft.	56 x 60 Ft.	-	200	400	300	300	200	-
Plaza I	1,680 Sq. Ft.	11.91 Ft.	28 x 60 Ft.	45	150	200	150	150	100	40
Plaza II	1,680 Sq. Ft.	11.91 Ft.	28 x 60 Ft.	45	150	200	150	150	100	40
Plaza III	1,680 Sq. Ft.	11.91 Ft.	28 x 60 Ft.	45	150	200	150	150	100	40
Plaza Foyer	2,000 Sq. Ft.	24.00 Ft.	50 x 40 Ft.	-	-	-	200	-	-	-
Peninsula Ballroom	2,640 Sq. Ft.	11.00 Ft.	88 x 30 Ft.	80	200	300	-	300	128	80
Peninsula I,II,III	1,980 Sq. Ft.	10.25 Ft.	66 x 30 Ft.	-	150	210	225	225	120	-
Peninsula II,III,IV	1,980 Sq. Ft.	10.25 Ft.	66 x 30 Ft.	-	150	210	225	225	120	-
Peninsula I,II	1,320 Sq. Ft.	10.25 Ft.	44 x 30 Ft.	-	100	140	150	150	120	-
Peninsula II,III	1,320 Sq. Ft.	10.25 Ft.	44 x 30 Ft.	-	100	140	150	150	120	-

The Client



The Crowne Plaza San Francisco Airport (SFO) is a casually elegant hotel that delivers a unique mix of friendly California hospitality and modern lifestyle amenities for business and leisure travelers. The gateway to the San Francisco Bay Area, the hotel is 1.5 miles south of SFO on the San Francisco Bay and offers over 14,000 square feet of meeting space for groups.

The Vision



The battle for group business is always challenging, particularly in a competitive market like San Francisco. The Crowne Plaza wanted to set themselves apart from the competition, and was looking for an extra marketing push that would empower them become a key player in the Bay Area market., Making the hotel an attractive option for planners meant the need to bolster marketing and branding efforts across the board. After a complete revamp of their marketing efforts, they set their sights towards the Cvent Supplier Network to expand their reach and bring in more group business.

The Solution

The Crowne Plaza is a distinct property, and one perfectly built and situated for group business. Director of Sales and Marketing, Doug Sanfilippo, saw an opportunity to make real inroads by better utilizing the Cvent Supplier Network, which they have been using since 2010. “Our priority was getting our listing on Cvent updated to the level it needed to be.” With a bit of room in their marketing budget, Sanfilippo upgraded their sponsorship package to give their property more attention and page views. By moving from a Two Diamond to the Three Diamond package, their hotel started appearing on the first page when planners searched San Francisco for hotel meeting space.

The difference paid off: The Crowne Plaza doubled their awarded business year-over-year. “For our size property, we do over-the-phone site visits often, and utilize our website and Cvent to help planners virtually visit the space,” Sanfilippo says. With the Supplier Network, “You go from not being noticed at all, to being added to the planner’s short list. Even if we didn’t always get the business, we got more responses and questions, which meant more planners were seriously considering us.”

Part of having a successful profile is an engaging, robust listing with compelling content. The Crowne Plaza has

undergone several renovations already, and continues to do so. This means keeping their layout, floor plans and photos as up-to-date as possible, saving planners valuable time when they’re sourcing venues. “Planners can really visualize what their event will be like at our property,” notes Sanfilippo. Giving planners an easy process means also building good relationships, and repeat business in the future.

The upside to working with the Cvent team goes beyond monetary gains and winning more group business. The high-lead volume of a large market like San Francisco enables the team to respond quickly and streamlines the workflow so they can also focus on more proactive sales calls. Sanfilippo estimates the productivity increase in using Cvent to be at 50%. “It also enables us to provide a compelling, customized solution to meet the needs of the planners.”

While the Supplier Network is easy to update and simple to use, when it comes to working with Cvent overall, Sanfilippo has been quite satisfied. “While the product itself has the market cornered, it’s an added bonus that the people have been great and supportive at Cvent. They’ve always been straight about what advertising is best for us, and they’ll guide you in the direction of what they think is best for your property. Not try to upsell you something you don’t need.”

The Results:

50%

- Increase in awarded business year over year
- Increase in productivity



The Future

The Crowne Plaza isn’t done yet, with more improvements on the way and with the confidence in the Cvent Supplier network, they’re ready to make some big strides. “We’re targeting higher-end meetings and events now, and we know for certain those people are using Cvent to source properties. We are also looking at more trackable ROI, and Cvent has the great reporting features to help us do our job,” says Sanfilippo.

